

WHEREAS; the need for financial education remains crucial as people across our state and country face increasingly complex financial choices throughout their lives; and

WHEREAS; financial literacy gives folks the tools they need to reach their own financial goals, dreams, and security, and there is growing evidence that financial education can have a meaningful influence on behavior and financial well-being, which is defined as having control over one's finances, having the capacity to absorb a financial shock, having and being on track to meet financial goals, and being able to make choices that allow one to enjoy life; and

WHEREAS; we recognize that systemic racism perpetuates inequities in financial health and well-being, wealth, and retirement security for communities of color in our state and creates significant barriers to financial inclusion; and

WHEREAS; the Governor's Council on Financial Literacy and Capability was established to measurably improve the financial literacy, capability, and inclusion of all Wisconsinites by providing guidance and taking focused actions to develop strategies and metrics to address barriers to financial well-being and education in our state; and

WHEREAS; the Wisconsin Department of Financial Institutions (DFI) builds financial capability through its Office of Financial Literacy, which promotes financial literacy as a life skill and provides information to the public on matters of personal finance and investor protection, as well as the affordability of post-secondary education through the Wisconsin College Savings Program; and

WHEREAS; accessing quality insurance coverage can help Wisconsinites keep their finances on track, which is why the Wisconsin Office of the Commissioner of Insurance (OCI) works to inform, empower, and advocate for consumers and ensure a financially strong and competitive marketplace for our state's insurance industry; and

WHEREAS; the Wisconsin Strong Financial Fitness Challenge, which offers participants free access to financial wellness education, resources, and tools to build financial security, is provided by the Wisconsin Department of Employee Trust Funds (ETF) and is currently underway for all Wisconsin Retirement System members and their families; and

WHEREAS; Wisconsin's not-for-profit credit unions offer opportunities to improve the social and economic lives of members through financial wellness programs, including certified financial counseling, reality fairs, and apps to simulate adult financial scenarios for school districts and community groups, as well as over 100 student-run, in-school branches; and

WHEREAS; our state's banks and savings associations are committed to promoting financial literacy and responsibility from a young age through enhanced classroom learning, including online financial education resources in schools and the Reading Raises Interest program, which encourages students to read, set goals, and save money; and

WHEREAS; every year, the Federal Reserve Bank of Chicago coordinates Money Smart Week nationwide, and this year's program, held virtually on April 10 – 17, will provide financial capability programs and resources especially for folks who have been most impacted by financial challenges related to the COVID-19 pandemic; and

WHEREAS; this month, the state of Wisconsin joins the DFI, the OCI, the ETF, and banks, credit unions, dedicated members of our insurance and financial industries, state and federal agencies, and consumer groups across our state in raising awareness of the importance of financial literacy and capability and in conducting relevant educational activities in schools, workplaces, and communities;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim April 2021 as

FINANCIAL LITERACY AND CAPABILITY MONTH

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State
of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 31st day of March
2021.

TONY EVERS, Governor

By the Governor:

DOUGLAS LA FOLLETTE, Secretary of State